granting the Food and Drug Administration authority to regulate tobacco marketing should be explored.

## **ACKNOWLEDGEMENTS**

All opinions are those of the authors alone and not necessarily those of the Robert Wood Johnson Foundation, the Department of Health and Human Services, or the Office on Smoking and Health. We thank James Nonnemaker for comments on an earlier draft of this paper.

## Authors' affiliations

B R Loomis, M C Farrelly, N H Mann, RTI International, Research Triangle Park, North Carolina, USA

This work was supported by a grant from the Robert Wood Johnson Foundation Substance Abuse Policy Research Programme (grant 48280). Data acquisition was supported by the Centers for Disease Control and Prevention, Office on Smoking and Health.

Competing interests: None

## **REFERENCES**

- Federal Trade Commission (FTC). Federal Trade Commission cigarette report for 2003 (August 2005). http://www.ftc.gov/reports/cigarette05/ 050809cigrpt.pdf (accessed 3 Oct 2006)
- 2 Barbeau EM, Wolin KY, Naumova EN, et al. Tobacco advertising in
- communities: associations with race and class. *Prev Med* 2005;**40**:16–22.

  Celebucki CC, Diskin K. A longitudinal study of externally visible cigarette advertising on retail storefronts in Massachusetts before and after the Master Settlement Agreement. Tob Control 2002;11(Suppl II):ii47-53.
- 4 Dewhirst T. POP goes the power wall? Taking aim at tobacco promotional strategies utilised at retail. *Tob Control* 2004;13:209–10.
- 5 Feighery EC, Ribisl KM, Schleicher N, et al. Cigarette advertising and promotional strategies in retail outlets: results of a statewide survey in California. *Tob Control* 2001;**10**:184–8.
- 6 Feighery EC, Ribisl KM, Clark PI, et al. How tobacco companies ensure prime placement of their advertising and products in stores: interviews with retailers
- about tobacco company incentive programs. Tob Control 2003;12:184–8.
   Feighery EC, Ribisl KM, Schleicher NC, et al. Retailer participation in cigarette company incentive programs is related to increased levels of cigarette advertising and cheaper cigarette prices in stores. Prev Med 2004;**38**:876–84.
- 8 Henriksen L, Feighery EC, Schleicher NC, et al. Reaching youth at the point of sale: cigarette marketing is more prevalent in stores where adolescents shop frequently. Tob Control 2004;13:315–18.
- 9 Henriksen L, Feighery EC, Wang Y, et al. Association of retail tobacco marketing with adolescent smoking. Am J Public Health 2004;94:2081–3.
- 10 Laws MB, Whitman J, Bowser DM, et al. Tobacco availability and point of sale marketing in demographically contrasting districts of Massachusetts. *Tob Control* 2002;11(Suppl I):S71–3.

- 11 Loomis BR, Farrelly MC, Nonnemaker JM, et al. Point of purchase cigarette promotions before and after the Master Settlement Agreement: exploring retail scanner data. Tob Control 2006:**15**:140–2.
- Terry-McElrath Y, Wakefield M, Giovino G, et al. Point-of-purchase tobacco environments and variation by store type—United States, 1999. MMWR Morb Mortal Wkly Rep 2002;51:4-7.
- Wakefield MA, Terry-McElrath YM, Chaloupka FJ, et al. Tobacco industry marketing at point of purchase after the 1998 MSA billboard advertising ban. Am J Public Health 2002;92:937–40.
- 14 Slater S, Chaloupka FJ, Wakefield M. State variation in retail promotions and
- advertising for Marlboro cigarettes. *Tob Control* 2001;10:337-9. **ACNielsen**. Scan-Trac<sup>TM</sup> data, Grocery Channel, 50 Retail Markets, 1994-
- Centers for Disease Control, Prevention (CDC). Best practices for comprehensive tobacco control programs - August 1999. Atlanta, GA: US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1999.
- Orzechowski and Walker. The tax burden on tobacco, historical volume 38. Arlington, VA: Orzechowski and Walker, 2003.
- 18 Farrelly MC, Pechacek TF, Chaloupka FJ. The impact of tobacco control program expenditures on aggregate cigarette sales: 1981-2000. J Health Econ 2003:**22**:843-59
- Tirole J. The theory of industrial organization. Cambridge, MA: The MIT Press,
- 20 Greene W. Econometric analysis, 3rd edn. Upper Saddle River, NJ: Prentice Hall, 1997
- StataCorp. Stata statistical software: release 8.2. College Station, TX: Stata Corporation, 2003.
- 22 Saffer H, Chaloupka F. The effect of tobacco advertising bans on tobacco consumption. J Health Econ 2000;19:1117-37
- Keeler TE, Hu T-W, Ong M, et al. The U.S. National Tobacco Settlement: the effects of advertising and price changes on cigarette consumption, Appl Econ 2004:36:1623-9
- 24 Pierce JP, Gilmer TP, Lee L, et al. Tobacco industry price-subsidizing promotions may overcome the downward pressure of higher prices on initiation of regular smoking. Health Econ 2005;14:1061–71.
- White VM, White MM, Freeman K, et al. Cigarette promotional offers: who takes advantage? Am J Prev Med 2006;30:225–31.
- Feighery E, Borzekowski DL, Schooler C, et al. Seeing, wanting, owning: the relationship between receptivity to tobacco marketing and smoking susceptibility in young people. *Tob Control* 1998;7:123–8.

  Biener L, Siegel M. Tobacco marketing and adolescent smoking: more support
- for a causal inference. Am J Public Health 2000;90:407-11
- 28 Chaloupka FJ, Cummings KM, Morley CP, et al. Tax, price and cigarette smoking: evidence from the tobacco documents and implications for tobacco company marketing strategies. Tob Control 2002;11(Suppl I):i62-72.
- 29 Hyland A, Bauer JE, Li Q, et al. Higher cigarette prices influence cigarette purchase patterns. Tob Control 2005;14:86-92.
- Hyland A, Laux FL, Higbee C, et al. Cigarette purchase patterns in four countries and the relationship with cessation: findings from the International Tobacco Control (ITC) Four Country Survey. Tob Control 2006;15(Suppl

## The Lighter Side

